

KALAMAZOO INSTITUTE OF ARTS

Job Title:	Membership Manager & Audience Development Officer
Immediate Supervisor:	Director of Advancement
Classification:	Full time, exempt
Summary of Position:	Develop and implement strategies to increase membership, annual fund giving, and new audience participation

The Kalamazoo Institute of Arts (KIA) is a leading nonprofit art museum and school. Since 1924, the institute has offered art classes, exhibitions, lectures, events, activities and a permanent collection. The KIA's mission is to cultivate the creation and appreciation of the visual arts in West Michigan. We believe the visual arts are for everyone. They inspire, fulfill, and transform.

Throughout the Kalamazoo Institute of Arts, numerous individuals work every day to enrich the lives of others through the visual arts. In addition, faculty members in the Kirk Newman Art School instruct students of all ages in a wide variety of media.

Responsibilities:

Develop and facilitate fundraising and marketing plans for individual and corporate memberships, small business giving, the KIA Annual Fund, and other special giving programs. Further develop our on-line giving program to include social media initiatives. Attract new members through increased audience participation.

Establish measurable goals and objectives for individual and corporate members, small business giving, the KIA Annual Fund, and other special giving programs. Design and implement the fundraising and marketing activities associated with the aforementioned giving cycles, including but not limited to: mailings; reports; recording and processing transactions and acknowledgments; production of research, materials and communications (print and electronic); and preparation and maintenance of tracking documents for these giving categories and related Office of Advancement priorities.

Manage and maintain/oversee accurate donor, prospect, and member records, and constituent transactions via the Raiser's Edge database. Manage/monitor membership renewals, solicitations, and clerical functions. Maintain a giving calendar with appropriate follow-up for patrons.

Design and implement special campaigns to attract new givers. Design and implement events for the various giving categories. Assist the Director of Advancement with other relevant giving events.

Establish and maintain relationships with individuals, businesses, and corporations in the current portfolio, and position those individuals for fundraising requests consistent with KIA priorities. Host a minimum of four to five significant interactions (meetings, lunches, KIA gallery visits, substantive conversations, etc.) with donors and prospects each week.

Involve, as appropriate, the KIA's Trustees, Executive Director, Curators, Advancement Office colleagues, and volunteer groups (e.g., the KIA Board Advancement Committee) in cultivation and solicitation activities. Secure and maintain community leaders as part of the membership and new audience development team.

Work closely with Curatorial, Education, School, and Advancement staff, design and execute a program of events and activities to engage prospective and current donors.

Secure opportunities, associations and collaborations in the community that will build positive relationships with targeted groups. Deliver presentations about the KIA to area organizations.

Manage Corporate Art Program and some new audience development initiatives.

Perform other related duties as assigned by the Director of Advancement

Job Qualifications:

- 3+ years' experience in development, membership, marketing and proven success with fundraising.
- Experience with Raiser's Edge (preferred), or other comparable nonprofit database.
- Bachelor's degree (preferred)
- Ability to develop productive relationships with members/donors/clients and internal staff.
- Ability to represent the Kalamazoo Institute of Arts effectively through public speaking engagements and other community events.
- Excellent organizational and interpersonal skills, expert level written and verbal communication skills and the ability to build relationships with stakeholders.
- Proficiency in Microsoft Office (Outlook, Word, Excel, and Power Point), Adobe Acrobat, and
- Social Media web platforms is required.
- Creativity and an entrepreneurial spirit.
- Willingness to support overall department goals.

Membership Manager & Audience Development Officer

Applications due no later than 8 p.m. Thursday, March 31, 2016

The KIA is an equal opportunity employer that offers a competitive benefits package that includes medical, dental, life, retirement savings, and more.

Interested candidates should forward a resume and cover letter detailing how your experience relates to this position to jobs@kiarts.org with *Membership Manager & Audience Development Officer* in the subject line or by mail to Kalamazoo Institute of Arts, 314 S. Park Street, Kalamazoo, MI 49007. No phone calls please. Applications must be received by 8:00 pm, Thursday, March 31, 2016.